

## **Website Privacy Statement Recommendation**

The Digital Media Developers Group (DMD) voted at its meeting held on October 7, 1999, to make the following recommendation:

All state agencies that have websites must have a privacy statement on those websites (see sample privacy statement below). Some parts of the privacy statement may be standardized, but each statement should reflect the agency's unique line of business.

The DMD group believes that it is vitally important for agencies to develop website privacy statements now. As Missouri state government moves toward its first real e-transactions, now is the time to establish these basic policies and statements. Agencies contemplating doing business on the Web should not wait until the time of deployment to establish a privacy statement.

It is the group's consensus that the ITAB should take the guiding role in establishing this requirement, and it recommends that the requirement be instituted as soon as possible.

### **Sample Privacy Statement Outline**

#### Introduction

Your privacy is important to us

#### What information is collected

E-mail address  
Postal address  
Telephone number  
Taxpayer (or other) identification number

#### Required information v. optional information requested/ supplied

Forms that request information will clearly indicate any optional information

#### Special considerations for children visiting the site

#### Safeguarding of collected information

All collected information will be kept confidential and given to others only as required by law

#### Sale of e-mail addresses

E-mail addresses will not be sold or given away to third parties

#### Incidental information

Network address of visitors  
Pages and other files retrieved from servers  
Used for problem determination and statistical analysis only

#### Cookies

Maintain state for secure sessions  
Record customer preference

#### Encryption of sensitive (personal) information

Personal information will be collected by a secure (encrypted) server

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Questions relating to this recommendation may be addressed to Kay Dinolfo, Department of Revenue at 751-4584 or e-mail [Kay\\_Dinolfo@mail.dor.state.mo.us](mailto:Kay_Dinolfo@mail.dor.state.mo.us).